Audience Engagement Solutions for a leading
Jewellery Retail Chain

The Challenge

Engage a very highly potential and closer-to-reach fan-base on Facebook and build brand equity.

Being an open forum, the brand wanted to ensure all types of feedback including negative comments are handled with prompt attention and regard for the customer, while also making sure that they are listened to, spoken to and rewarded for their participation.

The Solution

Tapping into popular psychology concepts of "desires" and the "fear of being left out", Niyati conceptualised a social media engagement calendar comprising several small contests with giveaways, periodic advertising, in-showroom events to increase footfalls, timed posts, and event-specific engagements to bring together the fans on a common entertaining platform.

The Facebook page was advertised along with the brands regular communication to enhance visibility. Within first two months, Facebook rose to the 2nd highest referral traffic to the brand's e-commerce website, and also became an additional revenue stream for their online sales.

Key Digital Activities

- Facebook Page Optimization
- Facebook Apps
- Insights Manager and Analytics Email Marketing
- Microsites and
- Audience Engagement Apps on Mobile

About Niyati Technologies

Niyati is a fast-growing solution provider of information technology, user experience and branding services for global enterprises, start-ups and businesses of all sizes. Through its 'Digital DNA' approach to business problems, Niyati enables enterprises extract the most out of their digital investments. Founded in 1999, Niyati's digital domain expertise spans diverse industries. The corporate headquarters and Offshore Development Centre is located in Chennai, India and it has a regional presence in Singapore and Dubai.

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